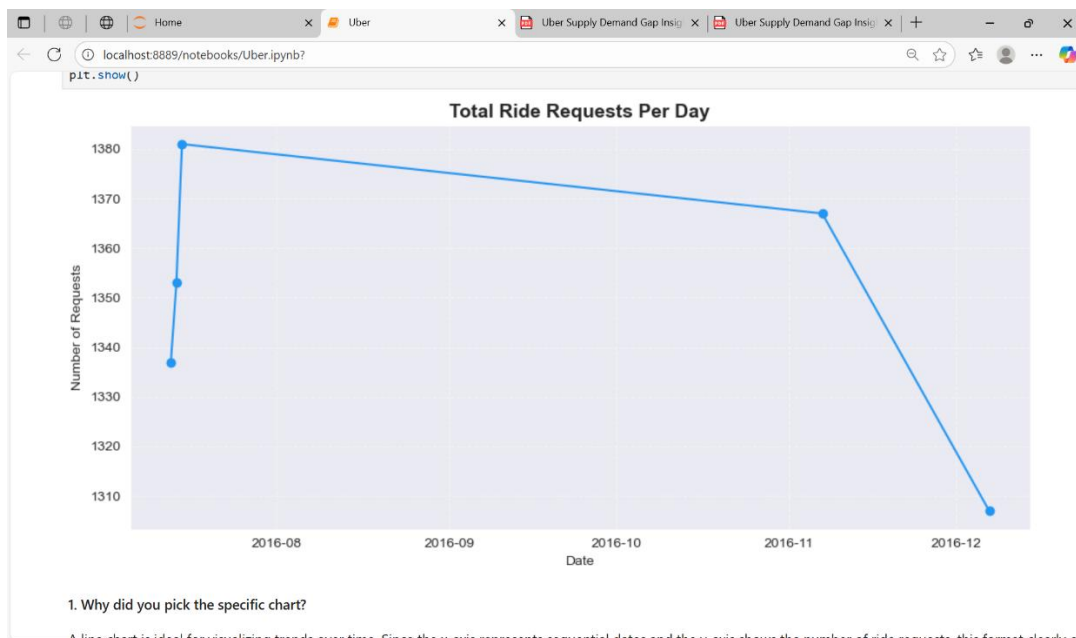


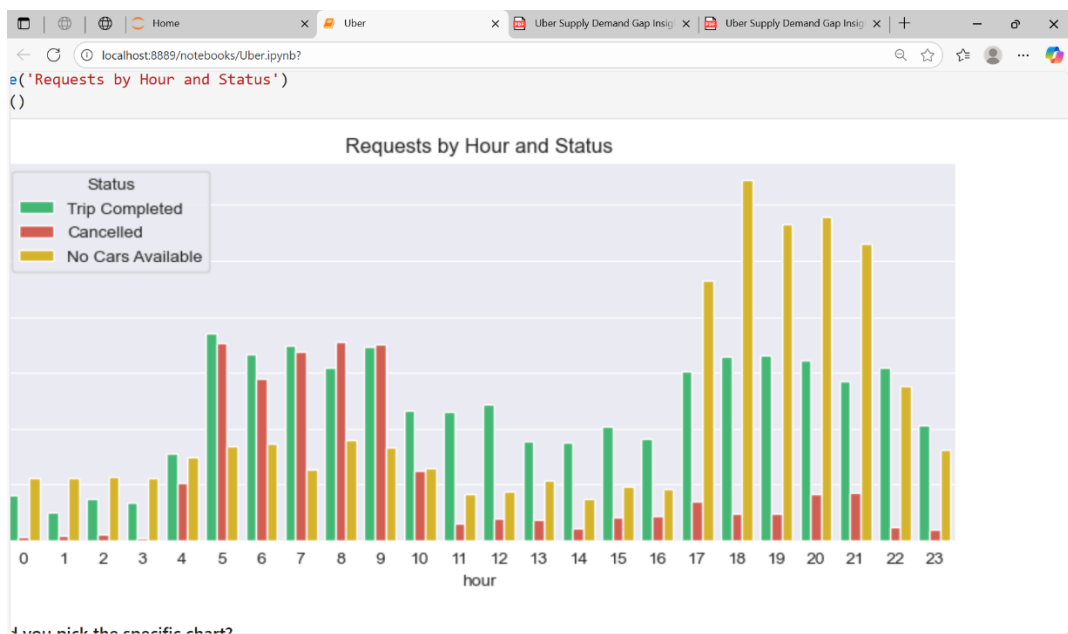
Uber Supply Demand Gap

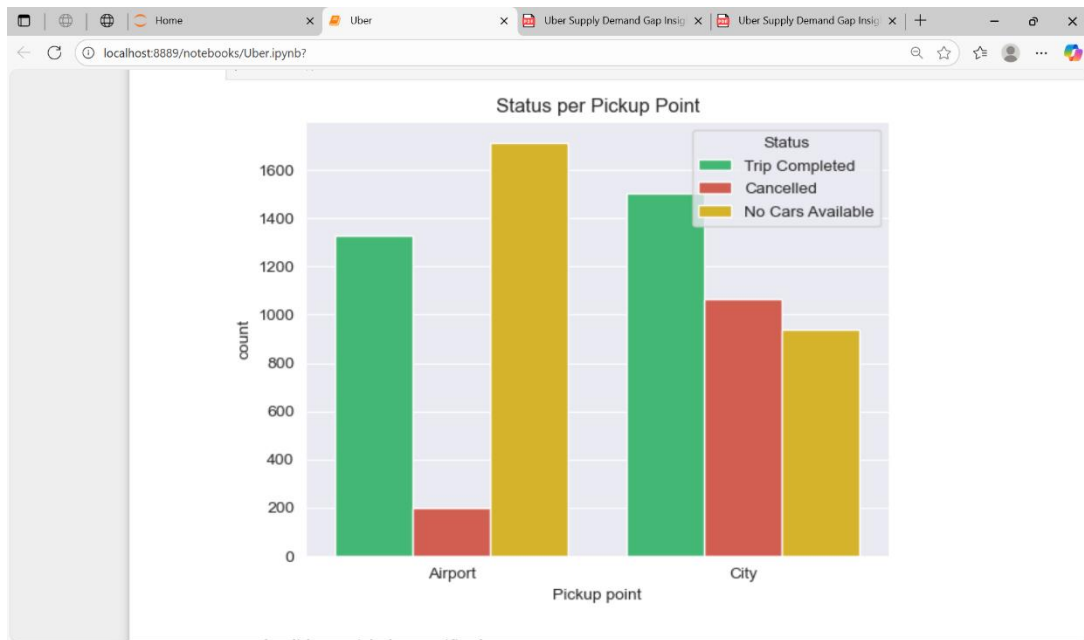
In conclusion, this end-to-end analysis of Uber ride request data has uncovered clear, actionable insights that directly impact business strategy. Through a series of targeted visualizations, I've highlighted critical patterns in hourly demand, ride fulfillment, cancellation behavior, and geographic pickup dynamics.

The data reveals a consistent supply-demand mismatch during peak hours and at high-traffic pickup points—especially the Airport—leading to elevated cancellation rates and unmet requests. These inefficiencies present both a challenge and an opportunity.

Visuals and Insights







MySQL Workbench

NE Assign (employees) x NE Assign x unconnected x unconnected x unconnected x unconnected x unconnected x

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHEMAS

Filter objects

employees

Tables

Views

Stored Procedures

Functions

sahil

sys

Administration Schemas

Information

No object selected

SQL Editor

```
1 use employees;
2 select * from uber_data;
3 SELECT DATE("Request timestamp") AS request_date,
4 COUNT(*) AS total_requests
5 FROM uber_data
6 GROUP BY request_date
7 ORDER BY request_date;
```

Result Grid

request_date	total_requests
2016-01-01	4095

SQL Additions

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Result 1 x

Read Only Context Help Snippets

Output

Action Output

#	Time	Action	Message	Duration / Fetch
1	01:03:40	use employees	0 row(s) affected	0.000 sec
2	01:03:42	SELECT DATE("Request timestamp") AS request_date, COUNT(*) AS total_requests ...	1 row(s) returned	0.016 sec / 0.000 sec

Object Info Session

Query Completed

MySQL Workbench

NE Assign (employees) x NE Assign x unconnected x unconnected x unconnected x unconnected x unconnected x

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHEMAS

Filter objects

employees

Tables

Views

Stored Procedures

Functions

sahil

sys

Administration Schemas

Information

No object selected

Object Info Session

Query Completed

SQL File 3'

Limit to 1000 rows

```

1 SELECT
2   status,
3   COUNT(*) AS count
4 FROM uber_data
5 GROUP BY status;
6

```

Result Grid

status	count
Trip Completed	2831
Cancelled	1264

Result 1 x

Read Only Context Help Snippets

Output

Action Output

#	Time	Action	Message	Duration / Fetch
1	01:03:40	use employees	0 row(s) affected	0.000 sec
2	01:03:42	SELECT DATE(Request timestamp) AS request_date, COUNT(*) AS total_requests ...	1 row(s) returned	0.016 sec / 0.000 sec
3	01:04:06	SELECT status, COUNT(*) AS count FROM uber_data GROUP BY status LIMIT ...	2 row(s) returned	0.000 sec / 0.000 sec

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

NE Assign (employees) x NE Assign x unconnected x unconnected x unconnected x unconnected x unconnected x

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHEMAS

Filter objects

employees

Tables

Views

Stored Procedures

Functions

sahil

sys

Administration Schemas

Information

No object selected

Object Info Session

Query Completed

SQL File 4'

Limit to 1000 rows

```

1 SELECT
2   COUNT(*) AS total_demand,
3   SUM(CASE WHEN status = 'Completed' THEN 1 ELSE 0 END) AS total_supply,
4   COUNT(*) - SUM(CASE WHEN status = 'Completed' THEN 1 ELSE 0 END) AS demand_gap
5 FROM uber_data;
6
7

```

Result Grid

total_demand	total_supply	demand_gap
4095	0	4095

Result 1 x

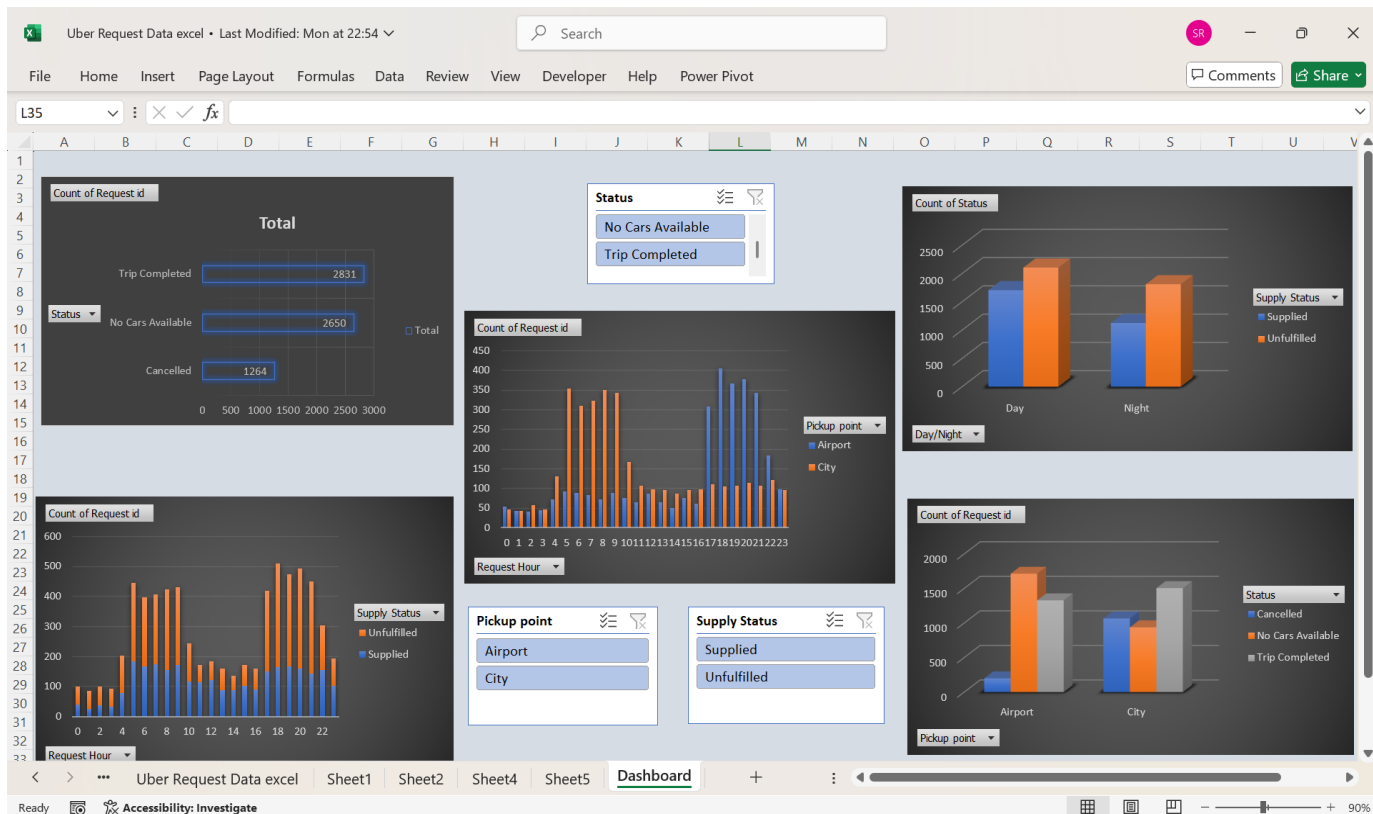
Read Only Context Help Snippets

Output

Action Output

#	Time	Action	Message	Duration / Fetch
1	01:03:40	use employees	0 row(s) affected	0.000 sec
2	01:03:42	SELECT DATE(Request timestamp) AS request_date, COUNT(*) AS total_requests ...	1 row(s) returned	0.016 sec / 0.000 sec
3	01:04:06	SELECT status, COUNT(*) AS count FROM uber_data GROUP BY status LIMIT ...	2 row(s) returned	0.000 sec / 0.000 sec
4	01:04:31	SELECT COUNT(*) AS total_demand, SUM(CASE WHEN status = 'Completed' T...	1 row(s) returned	0.031 sec / 0.000 sec

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.



Solution for Supply Demand Gap

To address them, I recommend a multi-pronged strategy:

- **Dynamic driver incentivization** during peak windows
- **Predictive demand forecasting** to guide driver positioning
- **Real-time operational dashboards** for proactive interventions
- **Enhanced customer communication** to reduce cancellations

By aligning these insights with Uber's operational goals, we can shift from reactive service to proactive optimization—boosting ride completion rates, improving customer satisfaction, and ultimately driving scalable business growth.